

AIB SpendTrend

March Key highlights



Card spend increase in March compared with February **↑ 14%**

The busiest day for spend this month

Channel	Busiest Day	Spending Increase
ONLINE	26 Monday	↑ 5% higher than the next busiest day
IN STORE	13 Tuesday	↑ 8% higher than the next busiest day

In March...

Donations to charity saw **double digit increases** in almost every county

Ways you paid

Payment Method	Percentage
Digital Wallet (in general)	22% ↑
Contactless	19% ↑
Chip & Pin	19% ↑
E-Commerce	14% ↑

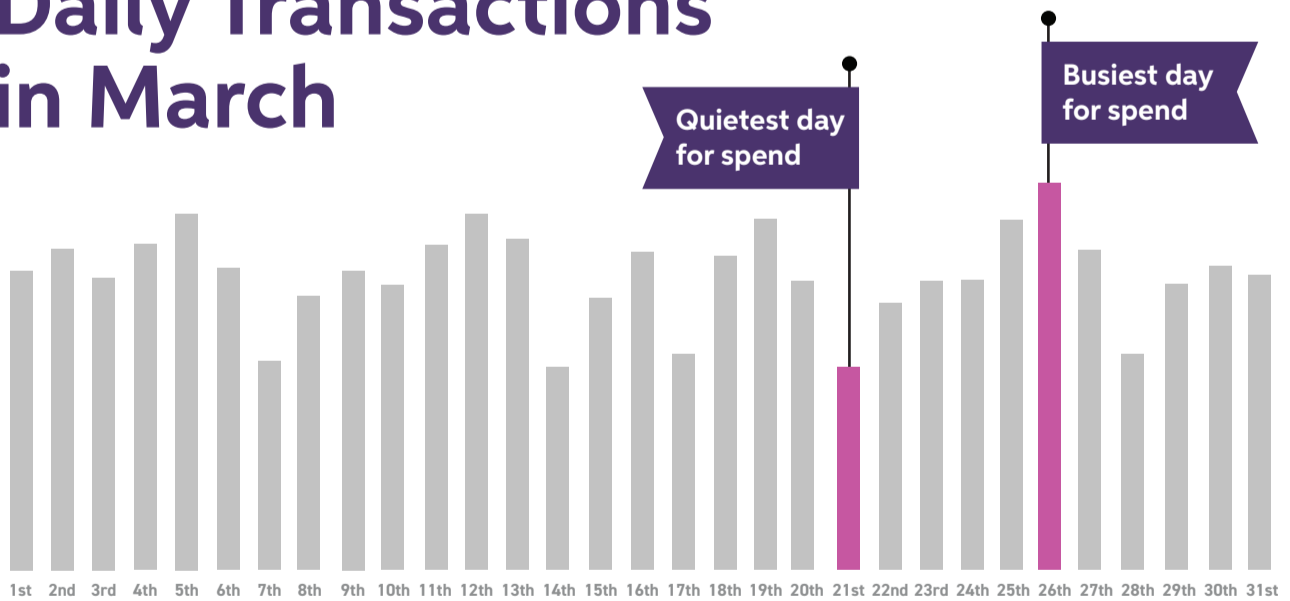
ONLINE ↑ 9%

IN STORE ↑ 20%

Sector Performance

	OVERALL	ONLINE	IN STORE
Pubs	↑ 30%	↑ 27%	↑ 30%
Restaurants	↑ 19%	↑ 13%	↑ 23%
Hardware	↑ 38%	↑ 21%	↑ 48%
Groceries	↑ 14%	↑ 7%	↑ 15%
Clothing	↑ 24%	↑ 23%	↑ 65%
Hotels	↓ 4%	↓ 12%	↑ 25%
Airline Travel	↑ 32%	↑ 33%	↑ 21%
Electronics	↑ 8%	↑ 8%	↑ 8%
Homewares	↑ 22%	↑ 16%	↑ 33%
Health & Beauty	↑ 18%	↑ 14%	↑ 19%

Daily Transactions in March



WATERFORD saw the biggest increase ↑ 17%

LEITRIM saw the smallest increase ↑ 12%

Source: AIB Debit and Credit Card Spend

65+ YEAR OLDS saw the biggest increase in spend this month